

CANADIAN MOVING PICTURE



JAY L. SMITH
EDITOR AND
PUBLISHER

FORTY-SECOND YEAR OF PUBLICATION 1915-1957

FIRST WITH THE FILM NEWS IN CANADA

RAY LEWIS
FOUNDER
1915-1954

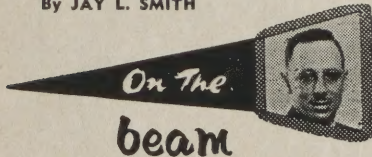
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Star Weekly's \$1,000 Cash Offer

By JAY L. SMITH



The Film Daily of New York, one of the top motion picture trade paper of the U.S., comes out with an annual poll every year at this time. The results of the poll, which are known as FILMDOM'S FAMOUS FIVES, list the top five in ten different categories, Male Stars, Female Stars, Supporting Actors, Supporting Actresses, Juvenile Actors, Juvenile Actresses, Directors, Photography, Screenplays, and "Finds of the Year". Voting in the poll were the press critics, reviewers, and film commentators throughout the U.S. and Canada. The results of the 1956 poll are as follows:

Best Performances by MALE STARS:

YUL BRYNNER ("The King and I"—20th-Fox)

FRANK SINATRA ("The Man with the Golden Arm"—UA)

KIRK DOUGLAS ("Lust For Life"—MGM)

CHARLTON HESTON ("The Ten Commandments"—Para.)

PAUL NEWMAN ("Somebody Up There Likes Me"—MGM)

Best Performances by FEMALE STARS:

ANNA MAGNANI ("The Rose Tattoo"—Para.)

SUSAN HAYWARD ("I'll Cry Tomorrow"—MGM)

DEBORAH KERR ("Tea and Sympathy"—MGM)

AUDREY HEPBURN ("War and Peace"—Para.)

DEBORAH KERR ("The King and I"—20th-Fox)

Best Performances by SUPPORTING ACTORS

ANTHONY PERKINS ("Friendly Persuasion"—AA)

OSCAR HOMOLKA ("War and Peace"—Para.)

(Continued on Page 4)

Movie Popularity Contest Seen As Potent Box-Office Booster

Toronto: The Toronto Star Weekly, with a circulation of 960,000, is currently engaged in a Movie Popularity Poll to ascertain what were Canada's three favorite motion pictures of 1956, as well as the nation's three favorite actors and actresses. A cash prize of \$1,000 is being offered by the Star Weekly to the reader whose guess is the closest to the final poll tabulation, and additional prizes of 200 double season's passes to the winners' favorite theatres are also being offered.

Joe Rosenfeld, Q.C.

Toronto: Joseph Rosenfeld, well-known Toronto lawyer, a brother of Louis Rosenfeld of Columbia Pictures, and a partner in the various Rosenfeld-Allen enterprises, was created a Queen's Counsel, in the New Year's Honor Lists. This is the second honor in recent weeks for Joe, as his son just recently won a coveted Rhodes Scholarship.

This contest is in advance of, and in addition to the 1957 Oscar (See STAR CONTEST Page 4)

**HOLIDAY GROSSES
VERY BIG ACROSS
ALL OF CANADA.
U.S. FIGURES
REPORTED BEST
IN TEN YEARS!**

COMPO Opens New Campaign To Abolish U.S. Admissions Tax

New York: As the opening gun of a new tax campaign COMPO asked Congress Friday for complete repeal of the 10 per cent Federal admission tax.

The request was made in a statement filed with a sub-committee on excise taxes of the House Ways and Means Committee by Robert W. Coyne, special counsel of the Council of Motion Picture Organizations. The statement said that the current 10 per cent admission tax applies to 1,363 theatres.

"Located for the most part in (See COMPO CAMPAIGN Page 5)

F-P Re-Open Two B.C. Theatres

Vancouver: Famous Players Canadian Corporation, which recently closed the Alma Theatre, Vancouver, after an unsuccessful attempt to keep it going, have now re-opened the 850-seat Paramount, New Westminster, which has been dark for over a year. Ted Bielby, former manager of the Alma, is in charge of the New Westminster house. Also re-opened is the Capitol, Rossland, which had been dark for some time. Alex Barclay, who (See FAMOUS PLAYERS Page 6)

Van. Exchange Help Ask 15% Increase

Vancouver: Contracts covering film exchange employees in Vancouver expire February 1st, 1957. The union has presented proposals to the distributors asking for the following: 15 per cent increase to all employees; 35-hour 5-day week; (See VAN. EXCHANGES Page 5)

Toronto WOMPI Group Projects Make Merry Christmas For Many

Toronto: In the setting of the Christmas decorated auditorium at the Ontario Hospital, Queen Street, Toronto, the Toronto branch of WOMEN OF THE MOTION PICTURE INDUSTRY, on behalf of the motion picture industry, entertained at a party for 100 patients on Tuesday evening, December 18th.

Len Bishop of Shea's Theatre was Master of Ceremonies, and the entertainment featured Dawn Parker, soprano, United Appeal (See WOMPI'S Page 5)

Canadian Star Joins "Stage Struck" Cast

Hollywood: Continuing to build one of the season's most interesting casts for "Stage Struck," William Dozier, RKO's Vice-President in Charge of Production, last week announced the signing of Canadian actor, Christopher Plummer to make his screen debut in one of the stellar roles in this high-budget production, which co-stars Henry Fonda, Susan Strasberg and Joan Greenwood, brilliant young star of the London and Broadway stage (See CANADIAN STAR Page 4)

New UA Appointment

New York: Al Fisher has been appointed assistant exploitation manager of United Artists, it was announced recently by Roger H. Lewis, National Director of advertising, publicity and exploitation. (See UA APPOINTMENT Page 6)

DOMINION BUREAU OF STATISTICS REPORTS 1955 CANADIAN FILM RENTALS OFF 1% FROM 1954 At \$33,097,785. TV SALES CLOSE TO 10% OF TOTAL REVENUE.

LOBBY TALK!

"My do-it-yourself
lobby frames!"



DORIS DAY

WINS

**"STAR OF STARS"
AWARD**

IN MODERN SCREEN MAGAZINE

See her in

"JULIE"

Arwin Production — M-G-M Release



KIRK DOUGLAS

WINS

**BEST PERFORMANCE
AWARD**

IN MODERN SCREEN MAGAZINE

For M-G-M's

"LUST FOR LIFE"

"And for my lobby when
I play M-G-M's 'TEAHOUSE'"

**THE MOST HONORED PICTURE! M-G-M's
"TEAHOUSE OF THE AUGUST MOON"**

"Movie of the Month."—Coronet Magazine

"Outstanding Picture of the Month."

—Cosmopolitan Magazine

"Picture of the Month."—Seventeen

Winner of Parents' Magazine Medal.

"Movie of the Month."—Argosy Magazine

-Si

Across the Country

Toronto

H. C. D. "Dick" Main, secretary-treasurer of the Motion Picture Industry Council of Canada and of the National Committee Motion Picture Exhibitors Associations, has been re-elected a member of the town council of Sutton, Ont., where he owns the Simcoe Theatre.

The Barkers of Toronto Variety Tent No. 28 have turned to the alley game (bowling) as an escapist pastime, a league having been organized to start early in the New Year under the chairmanship of Joe Bermack.

The late H. A. Friedman of Edmonton, an associate of Odeon Theatres (Canada) Limited who died some weeks ago in Ontario, left an estate valued at \$2,661,860, the beneficiaries being his widow, now of Burlington, Ont., and two daughters in New York City. Although he had been a lawyer for 33 years, he left no will. He was president of Odeon (Midwestern) Theatres Limited, Edmonton, and had other business interests.

Clyde Gilmour, Toronto film critic, picked the following 10 best features of the year: "Richard III", "The King and I", "Around the World in 80 Days", "Private's Progress", "The Man Who Never Was", "The Killing", "The Solid Gold Cadillac", "The Ladykillers", "The Prisoner" and "The Court Jester", in that order. He named Sir Laurence Olivier as best actor and Deborah Kerr ("The King and I") as best actress of 1956.

A special inducement for the attendance of juveniles at Saturday morning shows has been put into effect by W. L. Parrent, manager of the O'Brien Theatre, Pembroke. He has organized a "1-2-3-Go Club" so that those who take in three performances in a row will get a pass for the fourth Saturday matinee. At the College Theatre, Brantford, all juveniles who paid for admission any night of one week received a ticket for the following Saturday matinee.

Winnipeg

"Get Well Quick" wishes to Max Heppner, of the Colonial, Winnipeg, who has been in the General Hospital for the past ten days. Lyon Heppner, of Montreal, has arrived in Winnipeg to spend a few days with his parents, Mr. and Mrs. Max Heppner.

With Winnipeg stores now open every Friday evening until nine o'clock, downtown theatres advertise in larger type than usual "free parcel checking".

Norm Simpson, who recently became Branch Manager of Paramount Films, St. John, is spending the holidays with friends and relatives in Winnipeg.

The Vogue Theatre, St. Vital, has gone to one program a week.

The Capitol and Metropolitan Theatres sold tickets well in advance for their New Year's Eve mid-night shows.

The Gaiety Theatre, Winnipeg, held Walt Disney's "Secrets of Life" a second week.

The movie page has practically been taken over by the Capitol Theatre advertising "The Girl Can't Help It" and the Metropolitan Theatre advertising "Hollywood Or Bust". For their holiday offering the Odeon had "Battle Of River Plate" while the Garrick billed "Everything But The Truth". The Grand Theatre played a triple—"The Man From Laramie", "The Black Knight" and "Outlaw Stallion".

Andrew Ostrander, manager of the Uptown Theatre, Winnipeg, has been installed as Master of Winnipeg's unique Masonic Lodge—the Tuscon Lodge. The Tuscon Lodge, comprised mainly of members of the entertainment industry, is the only lodge in Canada which meets in the morning instead of the evening.

There appears to be a scramble between three well known theatre operators for approval of an application to build a theatre in International Nickel's new mining development at Moak Lake, in Manitoba.

D. Girouard, of the Lorne, Central Theatre, Somerset, Man., is now renting the theatre at Glenboro, Man., and is operating both theatres.

Theatre Poster Services (Midwest) Ltd. reports excellent results from the kiddies matinee coin promotion, which has now been operating for approximately 14 weeks in eleven Odeon Theatres in B.C. territory. The success of the promotion is based on the beautiful three color world map coin folder, on which the various genuine foreign coins are mounted.

Definite plans have been made for a Drive-In to be built in Steinbach, Man. Mr. E. G. Mallard, owner of the theatre at Steinbach, has moved his operation thirty miles away to St. Annes.

Meadow Lake, Sask., situation has now resolved itself to a one theatre operation by Sam Karby of Regina, as W. Zaparaniuk's operation of the Mid-Way ends Dec. 31st, 1956. Mr. Karby will take over the Mid Way Theatre building, which will be rented out for purposes other than the showing of movies.

Vancouver

Officers elected for 1957 by the B.C. Projectionists Union included A. E. "Mac" McManus, President; Bill Graham, Vice-President; Les Walker, Business Agent; Frank Smith, Treasurer; Don Foli, Secretary, and Gordon Sutherland, Member-At-Large. All are from Vancouver except Bill Graham, who hails from New Westminster.

The father of Lou Segal, IFD manager, died here recently at the age of 72. Bert Ellis, 69, doorman of the Odeon-Paradise, died after a two years illness. C. Heaven, father-in-law of Dave Borland, Dominion Theatre manager, passed away in his 83rd year.

The majority of the film exchange staffs held a combined Christmas party at a downtown club, but, as per usual, JARFD, under Jack Reid, manager, still held the best party on film row. Paradise, Strand, and Trans-Canada Films, also had fun at their staff parties.

Christmas visitors helped to keep the theatres busy, with the crop of new films, and the real mild weather, also helping considerably. "Battle of the River Plate", "Hollywood or Bust" and "Teenage Rebel" all are doing smash business, and exhibitors here are only hoping it will continue.

Lou Karp, head of the booking dept. at F-P district office, was in St. Vincent Hospital over the holidays, suffering from a slipped disc. Norma Smith, Orpheum secretary, spent Christmas in Calgary with her family, and Natalie Miller, head usherette at the same theatre, holidayed in Victoria. Mickey Isman, Eastern district manager for Empire-Universal, stopped off in Vancouver on his way back from a Hollywood sales meeting, to visit his family here.

On the Beam

(Continued from Page 1)

JAMES DEAN ("Giant"—WB)
ARTHUR O'CONNELL ("Picnic"—Col.)

ROD STEIGER ("Court-Martial of Billy Mitchell"—WB)

Best Performances by SUPPORTING ACTRESSES

ROSALIND RUSSELL ("Picnic"—Col.)

CELESTE HOLM ("High Society"—MGM)

EILEEN HECKART ("The Bad Seed"—WB)

JO VAN FLEET ("I'll Cry Tomorrow"—MGM)

SUSAN STRASBERG ("Picnic"—Col.)

Best Performances by JUVENILE ACTORS:

RICHARD EYER ("Friendly Persuasion"—AA)

SAL MINEO ("Somebody Up There Likes Me"—MGM)

REX THOMPSON ("The Eddy Duchin Story"—Col.)

ANDRES VELASQUES ("The Littlest Outlaw"—Disney)

SAL MINEO ("Crime in the Streets"—AA)

Best Performances by JUVENILE ACTRESSES:

PATTY McCORMACK ("The Bad Seed"—WB)

SUSAN STRASBERG ("Picnic"—Col.)

NATALIE WOOD ("The Searchers"—WB)

BETTY LOU KEIM ("Teen-Age Rebel"—20th-Fox)

CARROLL BAKER ("Giant"—WB)

Year's Outstanding Directors:

GEORGE STEVENS ("Giant"—WB)

JOHN HUSTON ("Moby Dick"—WB)

WILLIAM WYLER ("Friendly Persuasion"—WB)

KING VIDOR ("War and Peace"—Para.)

CECIL B. DeMILLE ("The Ten Commandments"—Para.)

Best Photographed Pictures:

"WAR AND PEACE" (Para. — Jack Cardiff)

"THE KING AND I" (20th-Fox — Leon Shamroy)

"MOBY DICK" (WB — Oswald Morris)

"PICNIC" (Col. — James Wong Howe)

"THE TEN COMMANDMENTS" (Para.—Loyal Griggs)

Best Screenplays of the Year:

"GIANT" (WB — Fred Guiol and Ivan Moffat)

"WAR AND PEACE" (Para. — Bridget Boland, Robert West-

by, King Vidor, Mario Camerini, Ennio De Concini and Ivo Perilli)

Tivoli, Saskatoon Hosts Old Folks

Saskatoon: 200 old-age pensioners were given a special Christmas treat a couple of days before Christmas by the Odeon-Tivoli Theatre, Saskatoon. The Tivoli and the restaurant across the street got together this Christmas and really gave many pensioners of Saskatoon a night to remember.

Each pensioner was the guest of the restaurant for a full course dinner, and they then were escorted over to the Tivoli, as Honored Guests, where they enjoyed a top-notch movie.

The Star-Phoenix newspaper gave a very nice write-up along with pictures and the radio station carried a 15-minute tape recording of the pensioners enjoying themselves.

Net result—a foundation for a bigger program next Christmas and most of all a lot of happy old folks!

"FRIENDLY PERSUASION"
 (AA—screenplay credit is in dispute)

"MOBY DICK" (WB—Ray Bradbury and John Huston)

"TEA AND SYMPATHY" (MGM — Aeneas MacKenzie, Jack Garisse, Jesse Lasky, Jr., and Frederic M. Frank)

"THE TEN COMMANDMENTS"
 "Para.—Robert Anderson)

"Finds of the Year":

ANTHONY PERKINS ("Friendly Persuasion"—AA)

DON MURRAY ("Bus Stop"—20th-Fox)

PAUL NEWMAN ("Somebody Up There Likes Me"—MGM)

CARROLL BAKER ("Giant"—WB)

SUSAN STRASBERG ("Picnic"—Col.)

Deborah Kerr came in for two citations for her performances in both "Tea and Sympathy" and "The King and I". Young Susan Strasberg hit the jackpot with three citations, all for "Picnic", but in three different categories, Supporting Actress, Juvenile Actress, and Find of the Year. Sal Mineo scored twice for "Somebody Up There Likes Me" and "Crime In The Streets", as did Anthony Perkins, both for "Friendly Persuasion", and Carroll Baker, with both of her's for "Giant".

By picture, "War and Peace", "Giant", "Picnic" and "Friendly Persuasion" all tied with five citations each, with "The Ten Commandments" next with four. Several films received three citations, and a number more were good for two votes.

STAR CONTEST

(Continued from Page 1)

Contest, which also gets underway shortly. In 1956, the Toronto Telegram acted as co-sponsor in the Toronto area of the Oscar Contest, and that paper is again participating in the 1957 renewal. The Toronto Star, rival evening newspaper, recognizing the value of movies for reader interest, decided to jump the gun with their own contest, and this Movie Popularity Poll is the result.

The Star Weekly is devoting space worth well over \$10,000 to the Contest, in addition to spending additional thousands in mailing pieces and other publicity. An oversize one-sheet, in color, has been mailed out to all participating theatres across Canada, and letters have gone out to every theatre in the Dominion of Canada advising them of the Contest, and inviting their participation.

To start the ball rolling, the December 29th issue of the Star Weekly carried a three-page story by Jack Karr, giving brief resumes of the outstanding pictures released during 1956. Additional stories will appear in the issues of January 5th and January 12th.

The leading circuits and independent theatres across Canada will contribute the 200 double passes. There will be 66 prize winners in Ontario, 58 in Quebec, 17 in British Columbia, 14 in Alberta, 12 in Saskatchewan, 11 in Manitoba, 8 in Nova Scotia, 7 in New Brunswick, 5 in Newfoundland, and 2 in Prince Edward Island.

It is hoped that as many theatres in Canada as possible will co-operate in promoting the Star Weekly Popularity Poll. As in the case of the Oscar Contest, the publicity and general interest in movies aroused by the Star Weekly Movie Popularity Poll, can only reflect favorably at the box-office for those exhibitors smart enough to take advantage of it.

"Thieves' Market"

Hollywood: Academy Award-winning director William Wyler has joined forces with screen star Gregory Peck and will direct "Thieves Market" as a joint venture with Melville Productions, Inc., with release through United Artists.

Wyler and Peck will co-produce the mystery romance set against the background of modern Spain. and plan to start production in Madrid, March 15th.

The new partnership reunites the noted director and star for the first time since their successful teaming on "Roman Holiday."

CANADIAN STAR

(Continued from Page 1)

and of British films. Herbert Marshall previously was announced for another stellar role.

As an indication of RKO's enthusiasm for the 27-year-old actor, who has been described as a younger Laurence Olivier, Plummer will be given special introductory attention and billing in "Stage Struck." He recently co-starred with Claude Rains and Wendell Corey in "Night of the Auk" on Broadway. Plummer previously attracted attention for his portrayal opposite Julie Harris in "The Lark."

A native of Canada, where he was the first Canadian to head the company of the Stratford Shakespearean Festival of that country when he appeared in the title role of "Henry V" last summer, Plummer also has appeared with such foot-light favorites as Katharine Cornell and Judith Anderson. In "Stage Struck," he will portray a successful playwright.

With Stuart Millar producing and Sidney Lumet directing from a screenplay by Ruth and Augustus Goetz, "Stage Struck" will be filmed in color in New York, starting January 14. Actual Broadway theatres and familiar locales in Manhattan's famed theatrical district will provide authentic backgrounds for this, the first of RKO's major projects for 1957.

Martin-Lewis Film

Hollywood: "Sad Sack" will be the title of Dean Martin and Jerry Lewis' next comedy for Hal Wallis. To be one of Paramount's top films, it is scheduled to start before the VistaVision cameras in March.

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COMPO CAMPAIGN

(Continued from Page 1)

large centres of population," the statement said, "these 1,363 theatres have an importance out of all proportion to their number. For these theatres not only gross approximately 200 million dollars yearly, which is a fifth of the industry's total theatre gross of one billion dollars, but they also, because of their location in principal centres of population, exert an enormous influence in establishing the attraction value of the pictures they play.

"These are the top key run theatres of all the nation's 19,000 active movie houses. The advertising which they give to the pictures they play provides the principal stimulant to public attendance at all of the other theatres that play the pictures subsequently. It is obvious, therefore, that it is upon the profitable operation of these theatres that the motion picture industry must depend for its continuance as a healthy business."

The statement points out that both Houses of Congress recognized the need for complete repeal of the admission tax on movie theatres as long ago as 1953, when they passed the Mason Bill that was later vetoed by the President. In two subsequent actions, the statement asserts, Congress "has inched forward to the attainment of that goal" by reducing the 20 percent tax by half and by establishing complete exemption from the tax first, in 1954, for theatres charging 50 cents or less and later, in 1956, for theatres charging admissions prices of 90 cents and under.

"What we are seeking now," the statement says, "and what we hope your committee will recommend, is that Congress will complete the job it set for itself in 1953. Such action by your committee and by Congress, we might point out, would only be consistent with recommendations made by the Senate Select Committee on Small Business, which, following hearings during the life of the 83rd and 84th Congresses, made strong recommendations that the entire admission tax be repealed."

Declaring he would not burden the committee with a detailed exposition of the general merits of his request, Coyne said it was his hope that the statement would "re-instate with your committee and its staff, and with the Joint Committee on Internal Revenue Legislation, the study now in the files with only such additional information as will make the existing material currently relevant."

Coyne pointed out that television

9 Tagged "Adult"

Toronto: The Ontario Board of Moving Picture Censors has classified nine features as Adult Entertainment as follows: "The Opposite Sex", "The Boss", "Between Heaven and Hell", "Death of a Scoundrel", "Strange Adventure", "Carmen Proibita", "It Conquered the World", "The She Creature" and "The Wench". "Woman of Rome" was approved for Restricted Attendance.

Ekberg And Steele To Star Together

Hollywood: Hal R. Makelim's "Valerie," starring Sterling Hayden, Anita Ekberg and her husband, Anthony Steele, went before the cameras recently for United Artists release. This will be Makelim's second film for UA; he recently completed "The Peacemaker."

"Valerie," to be directed by Gerd Oswald will mark the first appearance together in movies of Miss Ekberg and Steele, the noted British actor, who makes his American starring debut in this production.

continued to be a formidable competitor of movie theatres. He also stated that the motion picture industry is not relying on further tax relief alone, but is introducing new production techniques and new marketing methods to the end that it "may once again assume its place as a growing and expanding medium of entertainment."

"It is respectfully urged," the statement concludes, "that the continuing grave problem of the motion picture as a business and as a part of American life be kept in mind by this sub-committee and by the Congress as it approaches its new studies of excise taxes and their effect on the commodities and businesses to which they apply.

"It is believed to be basic as a premise to the justification for any tax that 'ability to pay' must be established. The continuing struggle for existence of the motion picture industry is public knowledge.

"This organization requests the privilege of continuing to work with this sub-committee, the Ways and Means Committee, and with the respective staffs in documenting further its prior reports and this present general statement.

"It is confidently believed that any review of the economic facts pertaining to the industry will induce this sub-committee and the full committee to revert to its position of 1953 and to recommend the full repeal of the admission tax."

WOMPI'S

(Continued from Page 1)

winner, Jack Roach, also an United Appeal winner, Jimmie Lake, magician, and Sherry Moore, baton twirler, with Audrey Duke, WOMPI from Odeon Theatres, accompanying. Carols, led by the WOMPI choir, were sung.

The WOMPI's had spent the previous evening in the "Occupational Therapy" Department of the hospital wrapping their gifts for the patients. The fifty women were each given pink or blue brush and comb sets along with a pretty necklace. The fifty men were each given gift-wrapped bow ties, combs, and handkerchiefs. And all the patients were presented with distinctive Christmas red and white stockings filled with fruit, candy, and nuts. The one hundred stockings were sewn by WOMPI, Loraine Geary.

Refreshments were served, and many of the representatives from the hospital and the Canadian Mental Health Association who were also present, expressed the appreciation to the WOMPI's for the goodwill of the motion picture industry for this first contribution of its kind in their experience.

The Project Committee of WOMPI is comprised of — Miss Florence Long, GTS, Chairman; Miss Catherine Anderson, UA; Mrs. Viola Creighton, UA; Mrs. Loraine Geary, I.F.D.

A week earlier in the candlelight and flower bedecked rooms of the comfortable lounge and dining hall of Woodgreen Community Centre, the Toronto WOMPI's entertained 75 women in the industry for turkey dinner. Admission to the dinner was a gift for the needy, and the Executive Board of WOMPI wishes to thank the women in the industry who came along with a gift but couldn't stay for the evening, and also for the many gifts that were sent for the Christmas hampers.

Miss Manual, Director of Woodgreen Community Centre, spoke, door prizes were given out, and Florence Graham of Paramount Pictures and Jean Yoshida of Empire-Universal were the winners of the beautiful dolls which were raffled off and which were donated by Edna Gordon of Paramount. The Women of the Motion Picture Industry went on a tour of Woodgreen Community Centre, and entertainment followed. May Lavendusky of Odeon Theatres, Kitty Fisher, Mildred Banks and Mary Sasaki of MGM, Pat Cassidy of General Films and others worked on the Program Committee for this event.

It requires the team work and

Audie Murphy Cast As "The Quiet American"

Hollywood: Audie Murphy, America's most decorated World War II hero, has been signed for the title role in "The Quiet American," which Joseph L. Mankiewicz will produce and direct from his own screenplay, it was announced by Robert Lantz, Vice-President of Figaro, Inc.

The film, to be released by United Artists, is based on Graham Greene's best-selling novel about the recent war in Indo-China. The movie will go before the cameras in Saigon, Vietnam, on January 28 for seven weeks of location shooting. The cast and equipment will then be air-lifted to Rome where interiors will be filmed at the Cinecitta Studios.

Claude Dauphin has already been announced for the key role of the French Security officer. Additional starring assignments will be filled soon.

VAN. EXCHANGES

(Continued from Page 1)

three weeks vacation to all workers after ten years service with the same company, and a medical plan to be paid by the distributors.

The increased cost of distribution has all the companies seriously worried, and indications are that 1957 may see considerable changes made in the distribution set-up across Canada, with the possibility that as many as three exchange centers may be closed unless costs can be kept more in line with revenue.

assistance of many to do the job that was done by the WOMPI's in delivering many hampers to needy families this Christmas, and the WOMPI Executive Board wishes to extend a special "thank you" to the many contributors in our industry who so generously and voluntarily sent cash donations for the hampers. This money was used to buy chickens for the hampers.

The week before Christmas, the WOMPI's packed the hampers and Saturday morning found them busy at General Theatre Supply getting the hampers ready for delivery. Then the WOMPI's delivered the many Christmas hampers to needy homes in the city on behalf of the motion picture industry. Names of the needy were secured through WOMPI members, Woodgreen Community Centre and Scott Mission Inc. The co-operation of Mavety Film Delivery Service, in delivering the supplies to GTS, was much appreciated.

UA APPOINTMENT

(Continued from Page 1)

The promotion of Fisher, a member of the UA exploitation department since 1952, was announced by Lewis at the final session of the company's fieldmen's convention in New York.

In his post, which is newly created, Fisher will work under exploitation manager Mori Krushen in supervising the operation of UA's exploitation men in the United States and Canada.

Top Roles Set For "Rock Hunter" Film

Hollywood: Clifton Webb, Jayne Mansfield, Tom Ewell and Thelma Ritter have been assigned starring roles in 20th Century-Fox's "Will Success Spoil Rock Hunter?", CinemaScope comedy based on the hit Broadway play by George Axelrod. Miss Mansfield will recreate her original stage role which won her national fame.

FAMOUS PLAYERS

(Continued from Page 1)

managed the Strand, Trail, recently destroyed by fire, is switched to the Rossland Theatre. Rossland is only seven miles from the smelter town of Trail, and will offer some opposition to the Odeon, Trail, the only theatre left operating in that town.

Gig Young Cast

Hollywood: Gig Young, last at Paramount in "The Desperate Hours," will return to that studio in the spring for a co-starring role in Perlberg-Seaton's "Teacher's Pet."

Clark Gable and Doris Day will star in the Fay and Michael. Kanin original which George Seaton will direct in VistaVision. The film will be lensed in New York and Hollywood.

SMASH BOX-OFFICE IN ALL PRE-HOLIDAY OPENINGS

THE *Twin-Terror Show* THAT TOPS THEM ALL!

Every woman its slave!



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Released by AMERICAN INTERNATIONAL PICTURES
ORIGINAL SCREENPLAY BY LOU RUSOFF

SEE:

The Earth crushed by a nightmare monster!

SEE:

Beauty become a horrible beast from the unknown!

SEE:

The hideous, terrifying "Flying Fingers"!

SEE:

The world gripped by terror... panic... death!

HYPNOTIZED!

Reincarnated as a Monster from Hell!



STARRING
Chester MORRIS
Marla ENGLISH
Tom CONWAY

A GOLDEN STATE PRODUCTION
Produced by ALEX GORDON, Directed by EDWARD L. CAHN
ORIGINAL SCREENPLAY BY LOU RUSOFF



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